

Macworld

For Immediate Release

Macworld and Aspyr Media Co-host the 5th Annual Bowling Event to Benefit San Francisco Public School

Macintosh Industry teams Donate Over \$23,000 in Cash and Computers to Jean Parker Elementary School

SAN FRANCISCO, CA - January 13, 2005 – IDG's *Macworld* magazine and Aspyr Media have announced the fifth annual MacBowl, a Macintosh industry event to support a select San Francisco public school. For a \$1,500 donation in cash or equipment, companies sponsor a team for an entertaining night of bowling. In addition to *Macworld* magazine and Aspyr Media, supporters include Microsoft, ATI Technologies Inc., Apple Computers, MacSoft, Allume, Freeverse, Feral, Digital Lifestyle Outfitters, Intuit, Roxio and ElGato.

MacBowl will be held at the Yerba Buena Bowling Center in San Francisco on Thursday January 13, 2005, in conjunction with Macworld Conference and Expo. Proceeds will benefit Jean Parker Elementary School in San Francisco, California. The office of San Francisco's Unified School District worked with the organizers to select Jean Parker from among the most computer deficient schools in the area.

"This event has become a major highlight of Macworld expo week," said Cynthia Ramsey, Publisher of *Macworld*. "MacBowl gives all of us in the industry an opportunity to make a significant difference."

"We look forward each year to our involvement in MacBowl," said Michael Rogers, President of Aspyr Media. "It is a chance to make a real impact in the local community and at the same time to get together with our friends in the Mac industry for a little healthy competition."

Last year MacBowl's beneficiary Treasure Island Elementary School received \$15,000 in high-end Mac computers, software and peripherals through the generous support of MacBowl's participants. These sponsors made possible not only the realization of the fundraising goal, but also the establishment of a program where under-privileged, at-risk students will receive advanced computer training and access to the latest and best technologies.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning *Macworld* magazine reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of 1.6 million unique visitors. The Mac Publishing sites include: Macworld.com, MacCentral.com, PoductFinder.com, PlaylistMag.com, and JavaWorld.com.

Headquartered in San Francisco, Mac Publishing LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company.

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About Aspyr Media Inc.

Aspyr Media Inc., based in Austin, TX is an established publisher of interactive entertainment software. Aspyr is a leading publisher of Macintosh, PC, and Game Boy Advance games, as well as DVD and audio CDs. Aspyr is committed to delivering high-quality entertainment products to consumers worldwide.

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